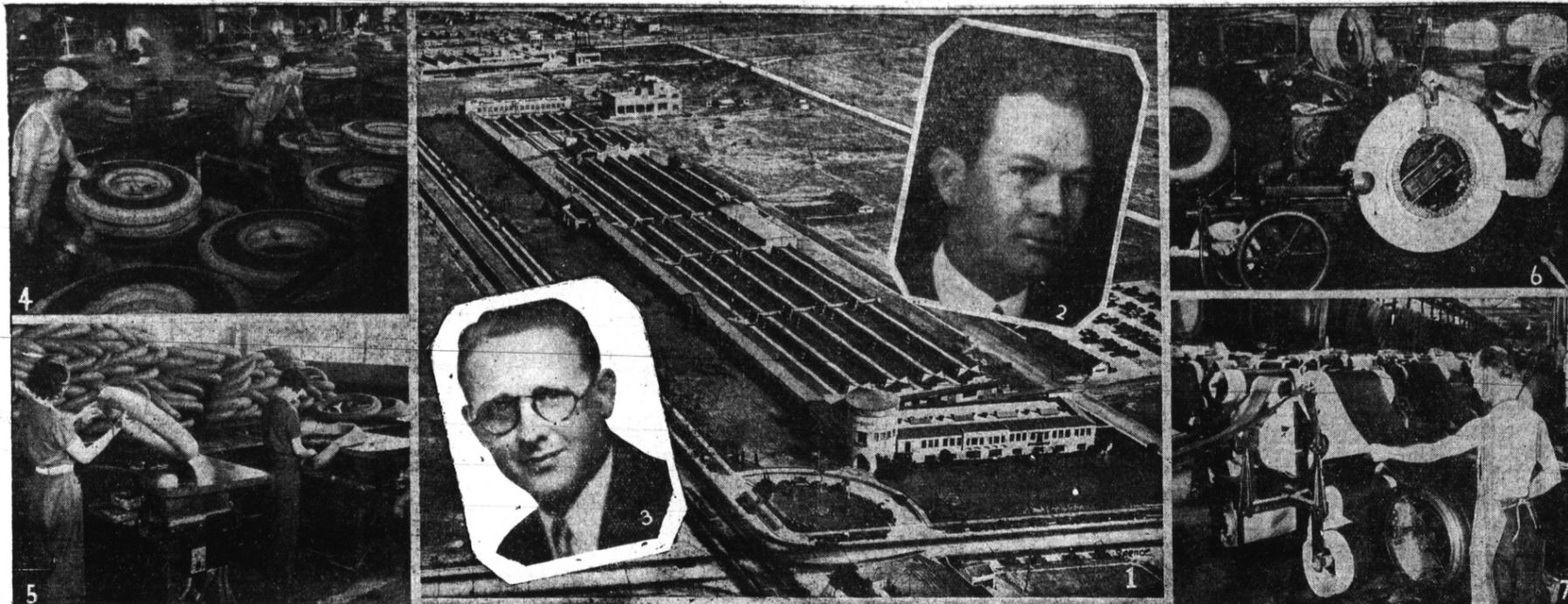


# Great Goodrich Tire Factory Is Now Running on Full Schedule



The Los Angeles Goodrich Tire factory (1) is shown above with J. E. Wacksmuth, (2) Los Angeles district manager, and Harvel Guttenfelder (3) newly appointed Goodrich Silvertown distributor at 1618 Cravens avenue, Torrance.

The plant is now operating on a full schedule to meet the great demand for Goodrich Safety-Silvertown tires, with the life saver Golden Ply.

Other pictures show: (4) continuous production processes in the curing room; (5) inspection of Goodrich Silvertown tubes; (6) making truck tire on core; (7) making tire on drum.

"An industry of major importance to Southern California is tire manufacturing in the Los Angeles district," states J. E. Wacksmuth, Los Angeles district manager of the B. F. Goodrich Rubber Company, according to word received here today by Harvel Guttenfelder.

"With expenditures in payrolls and disbursements for materials and supplies amounting to many millions of dollars annually, the tire industry plays a vital part in the economic welfare of this section and is one of the most important factors in hastening the return to prosperity. Locally made tires are being purchased more and more by motorists and fleet owners," states Wacksmuth, "as the public becomes increasingly aware of the importance of keeping home dollars at home. The result is that Los Angeles is now reaching a position where it can challenge Akron as the world tire capital."

To realize what this industry means to Southern California it is necessary only to make a tour through the great Goodrich plant and see hundreds of skilled workers employed in the various processes of tire manufacture. Wacksmuth states that the enormous increase in demand caused by the recent introduction of the Goodrich Golden Ply Safety-Silvertown Tire has necessitated the Goodrich factory operating on a full time schedule with full shifts.

The local Goodrich factory is stated to be one of the most modern factories in American industry. Every process is the last word in manufacturing efficiency. The Goodrich factory is famous all over the world for its remarkable safety record. Every device known to science to protect workers from injury can be found in the plant and many of them were originated there. Visitors are especially impressed with the remarkable system of conveyors which extend through every step in the manufacturing process, from milling machines to the inspection department, where conveyors deliver tires and tubes direct from the curing rooms. The continuous straight line manufacturing method is used with a close correlation between conveyor systems and machinery units. One of the most fascinating exhibits at the Goodrich factory is that portion of the process where the new Golden Ply is built into Goodrich tires. This ply is especially compounded by an exclusive Goodrich process to resist heat and prevent tread expansion, thus eliminating the cause of blowouts.

Harvel's in Torrance as elsewhere, is now showing special displays demonstrating how the Golden Ply adds safety and mileage to Goodrich tires.

## POPULAR YOUNG MERCHANT IS DISTRIBUTOR FOR GOODRICH

Harvel Guttenfelder Selected By Large Tire Company to Handle Its Distribution In Wide Territory Surrounding Torrance

Harvel Guttenfelder, one of the young old settlers in Torrance who has been in business here for the past ten years or more, has stepped up from the ranks of tire dealer to become a factory distributor for Goodrich tires in this territory and launches out in his new capacity this week.

Harvel is putting in a full line of Goodrich tires, and will now be able to handle the needs of fleet owners, as well as to supply individual wants in the tire line. He will carry all sizes and varieties, and will feature the Goodrich Safety-Silvertown and Goodrich Cavalier, two tires which have won their reputations for safety and long wear by usage on millions of automobiles now in service in the United States.

Goodrich, now in the 63rd year of existence, has for many years maintained the highest standard of safety in tire construction. Its latest contribution to the war against accidents is its announcement of the new Golden Ply Safety-Silvertown tire which incorporates a construction change against blow-outs. The major improvement is a ply made of special compound to resist internal heat and friction.

Harvel, the well-known secretary of the Torrance Rotary Club, started in the "battery business here a number of years ago, and has since branched out to add other lines to his increasing trade. His ever jovial, courteous disposition, has made him a host of friends here who are pleased to know that he has been selected by the Goodrich Company as their distributor in this district.

### Christian Science Lectures Radiocast

Local radio listeners will be interested in the announcement of the broadcasting of two authorized Christian Science lectures by William Duncan Kilpatrick, C. S. B. of Detroit, Mich., member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass., as follows:

Monday, January 29, at 8 p. m., over KFOX (1250kc-240m), from Second Church of Christ, Scientist, Long Beach, under the auspices of Third Church of Christ, Scientist, of that city.

Thursday, February 8, at 12:10 noon, over KECA (1430kc-210m), from Philharmonic Auditorium, under the auspices of Ninth Church of Christ, Scientist, Los Angeles.

### Protective Device Demonstrated Sun.

Another demonstration of the "Defiance" linesmen's protector and platform cover, manufactured by the Insulation Products, Ltd., will be held at the company's offices, 1917 Border avenue, Sunday afternoon at 3 o'clock. A thorough explanation of the use and benefits of the protector will be given.

### INSTALL OFFICERS AT REDONDO BEACH

The Lomita Camp R. N. A. drill team and officers installed the new officers for the Redondo Beach camp last evening, January 24. The Lomita team has filled a number of engagements with different lodges recently and is much in demand because of the precision and skill of its work.

### FOR PURE WARM AIR AT LOWEST FUEL COST, INSTALL - - - Andrews Ventilating Wall Heaters

The only wall heater that brings in fresh air while radiating pure odorless warmth to the room.

AS LOW AS \$14 INSTALLED

—Easily installed in old as well as New Houses—

AGENTS FOR NEW AIR-COOLED ELECTROLUX GAS REFRIGERATOR

Torrance Plumbing Co. 1418 Marcelina, Opposite Postoffice PHONE 60

## Trainload of Swift's Meats Rolls Into L.A.

Safeway Stores Prepare For Special Sale Planned Next Week

Rolling into Los Angeles last week was a whole trainload of Swift's meats, consigned to Safeway and Piggly Wiggly markets, which need, according to Clarence Dale, meat department manager, this amount of fresh and smoked meats to satisfy the demands of their customers during a special Swift event planned for the final week-end of this month.

Fifteen cars of Swift hams, bacon and other smoked meats, plus ten cars of fresh meat and poultry, make up this half-million pound trainload, which housewives in Southern California will be purchasing at attractive prices from Safeway and Piggly Wiggly operated markets during this sale.

Last year, to meet the demands of housewives, more than 25 million pounds of fresh and smoked meats were purchased by Safeway and Piggly Wiggly markets in Southern California alone, Mr. Dale stated. Included in this total are the results of producer-consumer campaigns, in which beef, pork and lamb, raised on western farms were moved in great quantities to western buyers through Safeway and Piggly Wiggly markets.

### Aged Resident Dies At Hospital

Edward G. Panter, age 81, who has been a patient for several days at the Jared Sidney Torrance Memorial hospital, where he had gone for rest and medical treatment, passed away there Saturday. Funeral services were held Monday afternoon from Stone & Myers chapel, with interment at Inglewood.

Mr. Panter, a native of England, came to the United States at the age of 23. He had resided for a number of years near Redondo Beach. He leaves one son, T. G. Panter, of Los Angeles.

**BROWN'S SHOE SHOP**  
Formerly Located At 2172 1/2 Torrance Blvd.  
**Moved to 1307 El Prado**  
Next to Building and Loan Office  
Now Better Equipped Than Ever Before to Give You Prompt and Efficient Service On All Kinds of Shoe Repairing.

## Varsity Basket Ball Team Plays Alumni Tomorrow

Torrance high school varsity and a picked alumni basketball team will tangle tomorrow night at the high school gymnasium, and the basketball fans of Torrance are invited to attend at 10 cents a head to see the world's championship game played.

The whistle will blow at 7:30 o'clock. Lineups for the varsity will include all the regulars, Warrington and M. Micanovich at forwards, Cornelius Peet at center, and Vladimir Micanovich and Ted Yamamoto, guards. The probable array of alumni talent will be Edgar Reeve and Melvin Howard at forwards, Herman Hannan at center, Bob Carson and Stanley Creighton, guards.

As a curtain raiser to the main event, a game between the Torrance high school B team and alumni will be played with Dick Pullman, Paul Steppy, Art Yamamoto, Joe Higgins and Joe Lupo starring for the alumni and Eldon Zannon, Ralph Montague, Sumi Ishikawa, Earl Clayton and Lee Allen playing for the school.

### ATHLETIC BANQUET

The annual athletic banquet will be held tonight in the music room at the Torrance high school. Dinner will be served at 6:30 and short speeches and music will be included in the after-dinner program.

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...send it on its way and get a POLITE modern set that knows how to behave. There never was a better time to change. Just ask your dealer.

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**ASSOCIATED AGROGROCERS**  
INDIVIDUALLY OWNED STORES

**Follow-Up Sale!**  
RIGHT on the heels of our great "Market Basket" Sale last week is this "Follow-Up" bargain event. We hope our many new customers last week will visit us again as a result.

Prices for Friday, Saturday, Jan. 26-27

Tall Cans Best Milk 3 for 17c	MAXWELL HOUSE COFFEE - lb. can 27c
Sanka lb. can - 43c	Ovaltine, Sm. 43c
ALBER'S CORNMEAL package - 9c	Lge. 79c
LIBBY Corned Beef cn. 17c	SWIFT'S BROOKFIELD BUTTER - lb. 21c
	Crystal White Soap, 6 bars 15c
	DEL MONTE RAISINS - pkg. 5c
	Leslie Salt, 2 Pkgs. 15c
	Royal Bak. Powder, Sm. Can 18c Lge. 33c

**FREE \$11,000 IN CASH AND 7 AUTOMOBILES**  
SIMPLY FOR NAMING Silverware illustrated on Coupons in any size sack  
**GOLD MEDAL FLOUR** "Kitchen-tested"  
No. 5 Sack 25c  
No. 10 Sack 45c

**Peet's GRANU. SOAP** lge. pk. 21c

**SUPER SUDS** 2 pkgs. - 15c

Your "A-G" Stores:

HARDER'S MKT. 1821 Madrid, Phone 348	WOODBURN'S 1801 Cabrillo, Phone 175
G. H. COLBURN 645 Sartori, Phone 622	DOAN'S MKT. 2223 Torrance Blvd, Phone 486